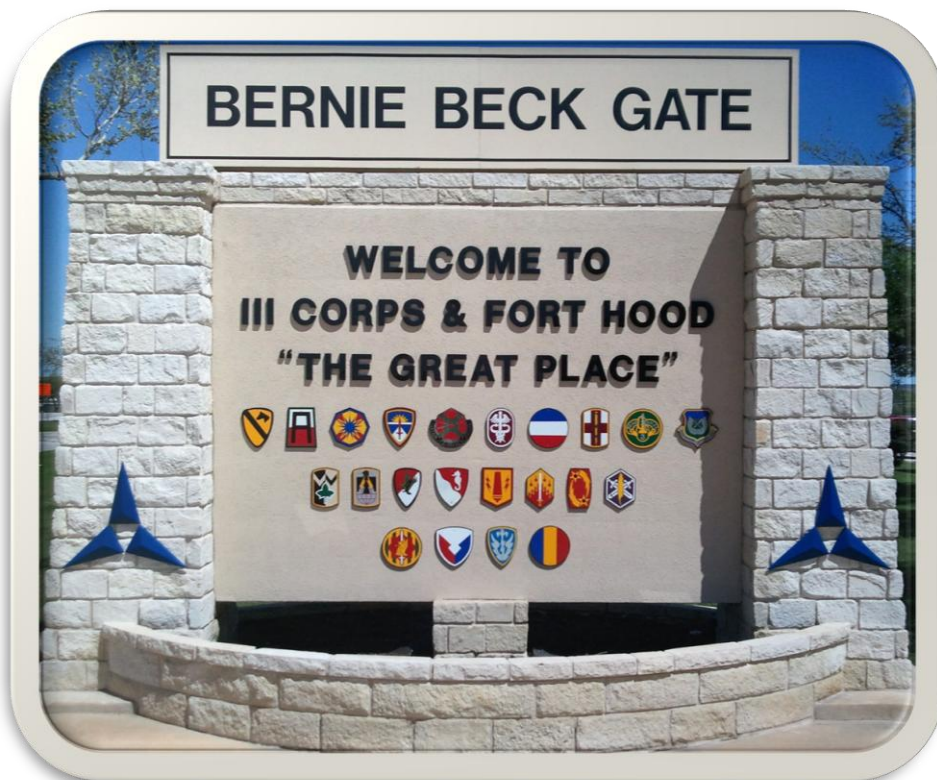


THE FORT HOOD CUSTOMER SERVICE NEWSLETTER

August 16, 2012

The information contained in this newsletter is researched and provided by the Fort Hood Customer Service Officer, a Management Analyst of the Plans, Analysis and Integration Office, a Special Staff to the Garrison Commander.



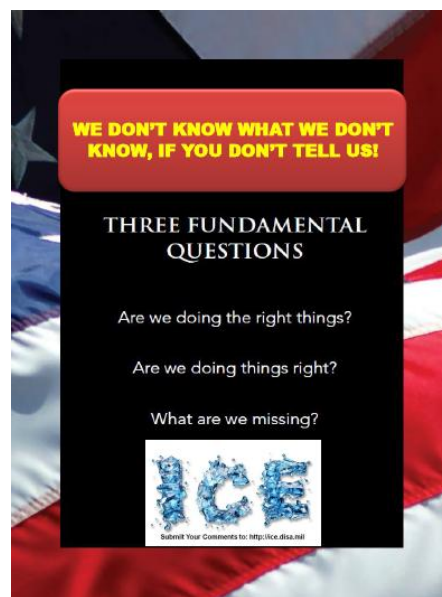
FORT HOOD IS STILL "THE GREAT PLACE"
"THE FUTURE OF THE ARMY BEGINS AT FORT HOOD"



The above icon is the new IMCOM Customer Service Slogan and it says exactly what it means. The services we provide here at "The Great Place" are driven by many variables; however, the most valuable variable is the feedback we received from our customers.

the self-licking ice cream cone concept. The concept basically supports the idea that an organization makes decisions based on the perspective of the organization's leadership, not the organization's customers. Imagine a company manufacturing a new gadget without doing any research to determine if customers are even going to use it!

If Fort Hood is going to continue to provide the services that are commensurate with the service our Soldiers provide our Nation, we need to hear from YOU! Give us your feedback TODAY!



**I DOUBLE DOG
DARE YOU TO
GIVE ME YOUR
FEEDBACK!!**

**WE CAN
HANDLE IT;
QUESTION IS,
CAN YOU?**

**C'MON, ARE YOU
SCARED???**

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What Is Internal Customer Service?

Recently the term *Internal Customer Service* has become a buzz phrase. We hear that great customer service (for the external customer) depends on excellent internal customer service. But what does that mean? Let's start with some definitions.

1. The **external customer** is someone who signs a check, pays our employer, and ultimately makes our paycheck possible. External customers have choice, and if they don't like your product or service, they can take their business elsewhere.

2. An **internal customer** or **internal service provider** can be anyone in the organization. An internal customer can be a co-worker, another department, or a distributor who depends upon us to provide products or services which in turn are utilized to create a deliverable for the external customer. In general, internal customers don't have a choice. For example, if the sales department doesn't like accounting's credit policies, they can't fire that department and hire another.

Great (external) customer service creates customer satisfaction, customer loyalty, and customer retention. So why all the fuss about internal customers, especially when retention isn't an issue?

Outstanding internal customer service is simply good business. Internal customer service can flourish only in a high communication environment. To create positive internal customer service, all departments work together cooperatively, agree on processes and procedures, and negotiate expectations. Like gears meshing in sync, interdependent business units

meet each other's needs, work productively together to meet common goals, and deliver high quality products and services to the external customer.

The focus on developing effective internal customer service helps organizations cut costs, increase productivity, improve interdepartmental communication and cooperation, boost employee morale, align goals, harmonize processes and procedures, replace interdepartmental competition with interdepartmental cooperation and deliver better service to the external customer. Excellent service to the external customer is dependent upon healthy internal customer service practices. **Article by Donna Earl**

"Customer service is not just another department; it's everyone's department!"
Dale Cowan (I came up with this on my own.)



RESOURCES

Vision without resources is hallucination.

What's going on in the ID Card Section of the Human Resources Directorate?

The Fort Hood ID Card Office has come a long way over the last year in improving the service they provide to their diverse customer base. For all of FY12 so far, they are sitting at an 89% customer satisfaction rating. Quite a few of their employees are mentioned by name each and every week for the great customer service they provide.

Recently, some employees of the ID Card Office were asked two questions: 1) Why do you believe you have such a high customer satisfaction rating in your office; and 2) What do you enjoy most about your job. Below are some of the answers they provided:

Keesha Walker says "We have a high satisfaction rating here due to the fact that the customer has received exceptional standards of service from us. We give each customer our undivided attention, we go above and beyond to make sure we exceed their expectations. I like the personal interaction, assisting people, being helpful and having knowledge that can help someone, be of good service to others."

James Butler says: "The appointment system works very well and it helps us out a lot because we are so short on staff personnel. I am able to help people who want to be helped."

Ruby Donias says: "Our diverse staff of employees, which include retirees, disabled veterans, military spouses and civilians allows us to better connect with our customers. Knowing that our service center helps hundreds of customers almost daily gives me a sense of pride about my job."

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Raecine Wilson says: Regarding the new online appointment system, "instead of hours, customer knows it's a matter of minutes before their ID card will be processed. I provide excellent customer service by greeting my customers with a warm smile, and a caring spirit with a personal touch." Raecine states that she enjoys "team cohesion, helping [her] customers and customer satisfaction."

Liz Williams says: "When we service our customers, our customers see we are genuine and the love is shown and felt; he concern is real. It's not just a job, it's a life-style change (marriage, divorce, benefits).

Barbara Orr says: "We are willing to go the extra mile for a customer (if able). We also treat each customer with the respect that they deserve. If it were not for them, we wouldn't have a job. Some days it may seem that we happy people than unhappy. The saying here is that we can't please everyone and some just cannot be pleased, but as long as I treat everyone the same, I know I did my best. I enjoy the people that I work with and those that I service. We have a great team of techs in the office. I have the opportunity to service many different customers. The newlyweds, the retirees (old-timers) and the newly retired are my favorite because everyone has a great story. These are those stories that can break your heart and those I try to make smile and feel they are not alone. This is more than a paycheck. I have a chance to give back to those who keep us safe and secure in our loves."

All you ever wanted to know about your local ID Card Office...

Personnel Assigned

Supervisor - Liz Williams

Team Lead - James Butler

GS Employees - Adam Thomas,
Raecine Wilson

Contractors - Ruby Donias, Mark
Jordan, Tracy Bethley, Barbara Orr,
Melissa Rogers, Charles Sturdivant,
Francis Wages, Keesha Walker

"As the Chief of the ID card office, I believe our customer satisfaction rating remains high because I have truly remarkable individuals who work there in the ID card office. They enjoy what they do and it shows with the interactions with the customers. You must have good customer service skills when you service the volume of customers we see daily" says Margaret Whitten.

What most people don't realize is that the ID Card Office uses many references to govern how they conduct business. They are governed by more than just one regulation, which includes AF I36-3026, DOD 1000.13, DTM08-003, DTM08-006, RAPIDS Training guide 7.5 and Homeland Security Directive -12. There are daily newsletters published with changes to the regulations that only ID Card personnel have access to. The actions processed by the ID Card Office are life-changing actions and everyone does their very best to ensure 100% accuracy. Do they make mistakes, yes! But they are few and far between.

The ID Card Office provides many different services, which include issuing CACs, Family member identification cards, retiree identification cards, agent cards for custodial parent of children eligible for military benefits and privileges and medical agent cards.

The 1602s, which are DOD civilian identification cards, photos for AAFES Identification cards, the Geneva Convention Cards for both civilians and military personnel, and CACs and Family member ID cards for Foreign National Soldiers. We also provide the packets for Soldiers and Family Members to pick up for incapacitated child, parent and parent-in-law, and illegitimate child of male sponsor. These packets provide all the information needed to request dependency.

The ID card office does participate in community events such as Retiree Appreciation Day. This is the one day we are open on Saturday to take care of our retiree population and thank them for their service to our great country. We also support Make a Difference Day and Hood Howdy.

With all the updates and new equipment we have, the best thing by far has been the creation of the online appointment system. This is a phenomenal system that allows the individual the opportunity to make an appointment on a date and time that is convenient for them. With all the budget cuts, ID card appointments are required to avoid long wait times. Please visit our website at http://www.hood.army.mil/dhr/idcards_info.aspx or call 254-287-5670/2518 to schedule your appointment.

Don't forget to tell them what a good job they are doing by submitting and ICE comment card.



**Customer
Service is not
something you
can turn on and
off. The
constant state of
energy must
flow continually.**

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ICE

INTERACTIVE CUSTOMER EVALUATION COMMENT CARD BOX

- Fill out a customer comment card and drop it in this box.
- Your comment will be collected and sent to the service provider manager via the Internet.
- If you want to receive a response, include your phone number or email address.
- If you would like to submit your comment through the Internet, take one of these cards, log on from any computer to the web address and follow the instructions listed on back of the comment card.

**YOU CAN MAKE A DIFFERENCE
YOUR INPUT COUNTS!**

Does your organization have a comment card box in a visible area to your customers? If not, you should. Not all of our customers are computer savvy and as a matter of fact, some customers would actually provide their written comments on the spot. There are pros and cons to this method; however, one of our major objectives in dealing with customers is to make it easy for them to provide their feedback. If filling out a hard copy comment card is easier and more comfortable for them, hand them a yellow hard copy comment card and a pen.

There are many on-line sources for the purchase of a comment card box. The above picture can be used to place on the front of your box so that customers know what the box is used for (I have stickers if you need them).

Comment card boxes are not an effective use of collecting feedback if they are not placed in a location that is highly visible to the customer.

Another great way to solicit feedback is to hand the customer a business card, such as the one pictured below, and ask them to go online and provide their customer service related feedback. (Below is an example only!)



Army Communities of Excellence Program...

The Army Communities of Excellence (ACOE) competition recognizes excellence in installation management. ACOE symbolizes our commitment to create an environment that delivers services and infrastructure to enhance the quality of life for Soldiers, Families and civilians who selflessly serve our nation. The annual ACOE competition is more than just an awards program. It encourages and recognizes installations that build on organizational knowledge, foster a change in culture, and demonstrate a commitment to excellence. ACOE recognizes those Garrisons that have excelled in support of the Army's priorities: Army Force Generation (ARFORGEN); the Army Imperatives; and the Army Family Covenant. It provides a platform to spotlight continuous process improvement efforts and share outstanding and replicable installation best practices.

So what does all of that have to do with customer service? EVERYTHING! The Malcolm Baldrige criteria will be used for this year's competition and Category 3 addresses Customer Focus, which covers "Voice of the Customer" in the areas of listening to current and potential customers; determination of customer satisfaction and engagement; product offerings and customer support; and building customer relationships.

We are capturing the concept of "Voice of the Customer" by showing examples of how we listen to our customers and learn from the feedback they provide. We have a huge customer base, comprised primarily of Soldiers and Families, commanders, civilians and retirees, all of who provide us valuable feedback through venues such as various councils, focus groups, the ICE Program, town hall meetings and many other forums.

In addition, we are going to show that we capture the VOC ("Voice of the Customer") by receiving the feedback, analyzing the feedback, addressing the issues and using VOC to improve upon the products and services the Garrison provides. The last step in the process is to evaluate the data to determine whether changes are needed.

IMCOM has recently stood up a new concept referred to as the Customer Relationship Management Process. It's basically an issue identification, vetting and resolution process, which uses the ICE System, Lean Six Sigma tools, directorate involvement and various assessments to collect, analyze, process and communicate feedback to and from our customer base. As a continuous feedback process, the Garrison is continually measuring and reporting through resourcing, planning, performing and improving our services.

Lastly, our Complaint Management Process allows us to collect and identify customer service related issues through the ICE System. This process involves personal contact with the customer (provided contact information is provided) and allows an immediate and personal level of engagement with our customers in an attempt to understand their perspective and professionally address their concerns.

Another aspect of the ACOE Program is the OSA (Organizational Self-Assessment) which provides valuable information regarding leadership; strategic planning; customer focus; measurement, analysis and knowledge management; workforce focus and operations focus - feedback gained from the perspective of Garrison employees from all the ISOs/ISDs.

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THE GARRISON IS SAYING FAREWELL TO A GREAT AMERICAN –



**Trinity L. Redwine
HQ US Army Garrison Operations**

If you have been in the Garrison Command for any length of time, you will know who Trinity is. She is married to Michael J. Redwine, HR Supervisor, Directorate of Human Resources and mother of Philip Terran Redwine-Bryant, a Sophomore at Academy High School.

Trinity began her Army Career at Fort Jackson, SC on 27 December 1994 and continued her Army training at Fort Sam Houston TX. Her career continued in the Civilian workforce at Fort Sam Houston starting with the Military ID Card Section. She worked there for three years and then moved to the Installation Personnel Automations Support office where she became a System Administrator and Analyst for the 187th Medical BDE, 5th Army, and the 5th Recruiting BDE. In April of 2001, Mrs. Redwine left Federal Service to pursue a career in Law. She obtained her paralegal certification and worked as paralegal in San Antonio until MAJ Redwine was PCS'ed to Fort Hood in August 2002. In February 2003, Mrs. Redwine was hired at the III CORPS Casualty Office as a Casualty

Operations Officer, where she says "was the most difficult and humbling job I have ever had. The staff that I had the privilege of working with was second to none and my hat goes off to each one of them". She moved from the Casualty Office and into the Installation Personnel Automation Branch where she was the System Administrator and Analyst for the 546th PSB. She left the DHR in May of 2004 to become the S-1 for the South Plains District Veterinary Command (SPDVC), VETCOM.

She assisted the SPDVC with the assistance and support of Mr. Charlie Green, Director, Human Resources Fort Hood, to become the first "Stand Alone" TDA unit on Fort Hood. Mrs. Redwine supported a battalion and brigade level command that was spread across three states. Trinity explained that "As a civilian, I had the privilege of supporting some of the finest Soldiers in the Veterinary Command. I experienced the loss of an incredible Commander in Iraq, LTC Daniel E. Holland and was honored to be a birthing coach for one of my Soldiers while her husband was deployed. Events that happened at the SPDVC while I worked there changed my outlook on what type of support I would provide to Soldiers for the rest of my Federal Career."

In May 2010, Mrs. Redwine left the Veterinary Command and worked for the Directorate of Emergency Services. She was the Executive assistant to the Deputy Director until July 2012 when she became the Operations Assistant at the Headquarters US Army Garrison. Mrs. Redwine has successfully supported the Directorates and the Installation Support Offices for the US Army Garrison for the last year, but will be moving on and up on 27 August 2012. Mrs. Redwine has been promoted and will continue her

Civilian Career with the FORSCOM, Mission Support Element, G8.

I (the ICE Man) have had the pleasure of knowing Trinity on both a personal and professional level. She is a wife and mother who is very much involved in the life of her husband and son, who she talks about constantly; being extremely proud of both, especially her son and his accomplishments in school and in sports. I recall a baseball game that I was officiating last year when her son was up to bat (I was behind the plate). On a 2-2 count, the pitch came in and it came across the plate on the outside corner. I did the only logical thing I could do, which was to "ring" Phillip up. I looked over to Trinity, who was standing there with a camera in hand and all she could do was throw her hands in the air as to say, "Don't look at me; he's the one holding the bat!"

On a professional level, Trinity has been a great help to me in various work related aspects. Her calm, level-headed approach to life is amazing and there have been numerous times that her attitude and outlook has brought me back to earth (where I belong). I think she antagonizes me at times just to get a rise out of me, but then she smiles and says "It'll be alright."

Although she is not without difficult situations that life throws her way, Trinity truly understands the concept of "balance" with Family and career.

As she leaves the Garrison, she takes with her the fond memories of those who she has worked for and with. Being just one floor away in her new job, her smile and positive attitude will be missed by all whose life she has touched within the Garrison Command, but will not be too far away...

Trinity is a shining example of what "Internal Customer Service" is all about. Don't believe me, just ask around.

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What is a QR Code?

A QR Code (it stands for "Quick Response") is a mobile phone readable barcode that's been big in Japan forever, broke into Europe a while back, and is now getting traction in USA.

In its simplest sense think "print based hypertext link" - simply encode a URL into the QR Code and then point a mobile phone (or other camera-enabled mobile) at it. If the device has had QR Code decoding software installed on it, it will fire up its browser and go straight to that URL.

But it doesn't stop there - a QR Code can also contain a phone number, an SMS message, V-Card data or just plain alphanumeric text, and the scanning device will respond by opening up the correct application to handle the encoded data appropriately courtesy of the FNC1 Application Identifiers that are embedded in the encoded data.

While there is still a lot of scope for improvement, the resolution of average present-day camera-enabled portable devices is such that the size of the data modules (dots) on a QR Code of Version 5 or above (37x37) presents a real risk of incorrect decoding of the symbol by the device. When creating a QR Code intended for use with mobile phones and PDA's it's best to stick to Version 4 or lower, and a QR Code symbol of at least 2cm (0.85inches) across.

To make things a bit more robust, the QR Code also contains its own error correction data, internal orientation calibration and self-alignment markers. In this way it doesn't matter whether the QR code is upside down or wrapped around a curved surface, the message will still get through.

QR Code Checklist:

Here are the keys to a well thought-out campaign using QR codes:

1. Give people something useful on mobile with your QR code. (Don't send people to a website that isn't optimized for mobile with a QR code!)
2. Use QR codes only in locations where they can easily and safely be scanned.
3. If the code is in a digital format (email or website), it must also be a link to the same content.
4. Make sure there is WiFi or 3G access in the place where the code is placed.
5. The QR code needs to be big enough and clear enough that even the lower-quality phones can scan it.
6. There should be a clear indication of which types of mobile devices can use the QR code. If it's for Android only, iPhone users will be irritated if they try to scan it and get poor results.

How to make a QR Code:

Making a QR code is easy. Googling "Make QR Code for free" yields sites like [Kaywa](#) and [Qurify](#), both of which work.

Be sure to download the QR Code image to your computer and then upload it to your website, if desired, rather than depending upon the QR Code maker sites to host it for you. That way, if the site stops working, your QR code isn't affected.

There are many free sites to create and download your own custom QR Code. This is just one example shown below and can be accessed at the following URL:

<http://www.arstuff.com/index.html>

Some ideas for using QR Codes:

At a conference or meet-up, put a QR code on your name tag or shirt, and people can scan it rather than taking your business card, which will inevitably be lost in a pile of received papers. Be sure to have business cards too, though. Some people like having something tangible.

For local businesses, put a QR code on the door that gives people a file with your opening times, phone numbers, and website. A PDF hosted on a website is good for this. If your business has an app, of course, that's even better, but be sure to include your hours and phone numbers in a tab in your app!

If you're having a t-shirt giveaway, you might want to put your QR code on the shirt, so that anyone with questions about your business can just scan a code and get answers. My favorite place for these codes is in the upper area of the back, between the shoulder blades. Putting the code on the front makes the t-shirt unattractive.

T-shirts are more effective than key chains, because they are more visible, but if you're giving out key chains or other trinkets, put your QR code on them. Just be sure to do it in a way that doesn't make the item ugly. I was recently at a conference where one of the speakers gave out keychains with a QR code. You could scan the QR code for a chance to win a prize, too. This will, of course, dramatically increase the number of people who scan the code.

Banners – at convention tables, in public spaces, anywhere someone might be interested in your app or product, have a banner with your QR code. (Use banners in places with pedestrian traffic.)

For businesses that service cars, put a QR code sticker on the sun-visor, (continued on next page)

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and have it lead to an app where you can both track regular car service and schedule your next maintenance online. To make it even better, offer coupons!

For a restaurant, give a QR code with the receipt or on the menu. Have it lead to a place to sign up for an email newsletter that includes coupons or freebies.

In emails and on WebPages, often people are reading an email or webpage on their computer and want to move the information to their mobile device. Just make sure it's also a link to the information, in case they're reading the site or email from their phone.

Need more information on QR codes, contact Scott Case, Garrison Command Group.



**IF YOUR CUSTOMERS WERE WRITING
A BOOK ABOUT THE CUSTOMER
SERVICE YOU PROVIDED OVER THE
YEARS, WHAT WOULD THEY SAY?**

HEROES

Those who serve, Soldier or Civilian, are the true heroes.



*We exist to serve others; we exist
to serve each other. Service
provides others with a reason to
exist! Make sense??*

A MESSAGE FROM THE AUTHOR:

THIS MONTHLY NEWSLETTER IS PUBLISHED FOR YOU, THE READER, AND IS DESIGNED TO PROVIDE CUSTOMER SERVICE RELATED THOUGHTS AND INSIGHTS TO ENHANCE THE WAY WE SUPPORT OUR SOLDIERS, THEIR FAMILY MEMBERS, RETIREES, VETERANS AND OF COURSE EACH OTHER.

IF ANYONE HAS ARTICLES, STORIES, EXPERIENCES OR OTHER CUSTOMER SERVICE RELATED INFORMATION THAT WOULD BE BENEFICIAL TO THOSE WHO READ THIS NEWSLETTER, PLEASE SEND THEM TO ME.

ICE Kiosks



The above poster is in support of IMCOM's new marketing strategy for promoting the use of ICE. QR codes (discussed to the left) are fast becoming a way for customers to obtain and provide valuable and useful information. Embrace the technology today!



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